EASY LEARN

Reflex'English

A2 / B1 CECRL

6 heures

Préparation TOEIC

Business writing

Objectifs pédagogiques

Reflex'English Business writing est une ressource digitale spécifique qui s'adresse aux apprenants de niveau intermédiaire.
Elle est composée de 10 modules dédiés au vocabulaire et à la préparation de documents professionnels écrits.
Parmi les sujets traités :

- Les mémos : vocabulaire, but, format, rédaction,
- Les e-mails : phrases utiles pour commencer, pour rédiger le corps et pour conclure un e-mail, format, rédaction,
- Les lettres commerciales : les différents types de lettres, phrases utiles, format, rédaction,
- Les rapports et comptes-rendus : vocabulaire utile, format, rédaction,

Compétences linguistiques

Compréhension écrite - Textes
Des activités basées sur des textes et des descriptifs en anglais permettent d'améliorer la compréhension écrite de la langue.

Compréhension orale - Enregistrements sonores
De nombreux enregistrements audio (dialogues, conversations téléphoniques) permettent une immersion rapide dans la langue anglaise.

Compréhension orale - Animations
Les animations servent de prétexte pour présenter les différentes fonctions de la langue anglaise (grammaire et vocabulaire).

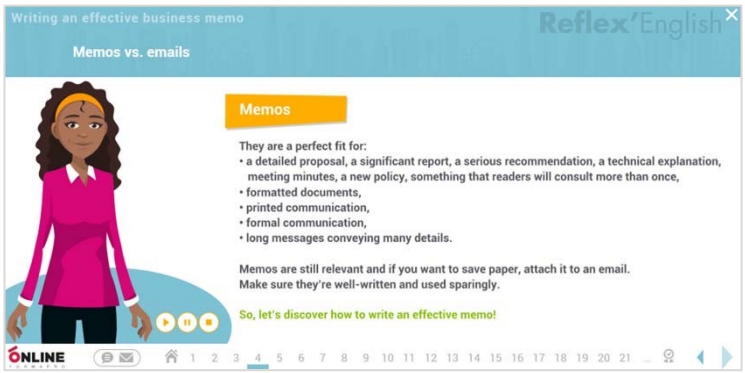
Spécificités du langage en anglais des affaires
Des recommandations pratiques sur les spécificités du langage en anglais dans le cadre professionnel sont largement développées.

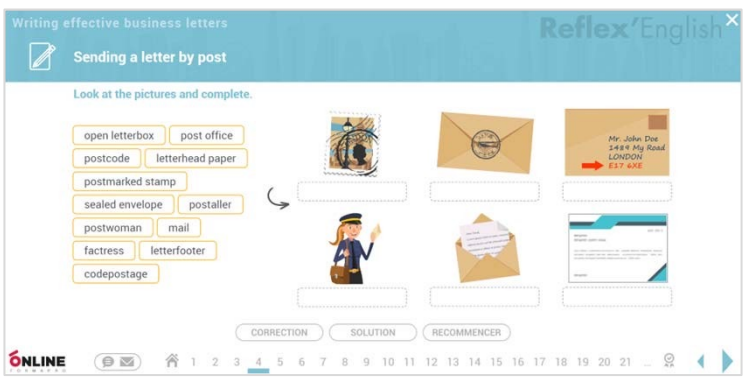
Niveau de granularisation

10 Modules comprenant de multiples jeux-exercices interactifs et stimulants.

Pré requis technique

- Navigateur web : Chrome, Firefox, Safari, Edge, Chrome sur Android, Safari sur iOS
- Système d'exploitation : Windows, Mac, Android, iOS





Business writing

Lesson 01 - What is a memo?
Description of a memo
Use of a memo
Memos vs. formal letters
Characteristics of a memo
The format of your memo - the heading section
The format of your memo - the body of the message
The style of your memo - materials
The style of your memo - types of memo

Lesson 02 - Writing an effective business memo
Are memos still relevant today?
Memos vs. emails
How to write an effective memo
Tip No. 1 - Know your audience
Tip No. 2 - Clearly state the purpose of your memo
Tip No. 3 - Plan before you take action
Tip No. 4 - Present the main point first
Tip No. 5 - Enclose only appropriate information
Tip No. 6 - Proofread the memo
Tip No. 7 - Read your memo out loud
The ultimate checklist

Lesson 03 - Useful sentences to open an email
Writing emails
Opening salutations
Copying someone in on your email
Forwarding an email
Friendly start
Referring to previous contact or meeting
Saying thank you
Stating the reason for writing the email
Following up a previous exchange
Apologising for the delay of the reply

Lesson 04 - Useful sentences to write the main body of the email
Writing emails
Attaching a document to your email
Additional elements and important information
Requests and enquiries
Asking for clarifications
Giving information
Getting and giving approval
Making or changing arrangements
Making complaints
Apologising
Giving bad news

Lesson 05 - Useful sentences to close an email
Writing closing lines
Offering further help or information
Expecting a reply
Mentioning the next contact
Expressing thanks
Apologising once again
Social closing lines
Complimentary closes

Lesson 06 - Writing effective emails
About emails
Using an email programme
Basic structure of an email
Tip N°1 - Identify the purpose of the email
Tip N°2 - Identify your audience
Tip N°3 - Have a compelling subject line
Tip N°4 - Start with an appropriate greeting
Tip N°5 - Keep your message short and concise
Tip N°6 - Pay attention to the tone of your email
Tip N°7 - Be consistent with your font
Tip N°8 - Write a simple closing
Tip N°9 - Proofread and follow up
Tip N°10 - Differences GB/US English

Lesson 07 - Types of Business letters
What is a business letter?
Cover letters
Letters of recommendation
Follow-up letters
Letters of resignation
Termination letters
Invitation letters
Letters of complaint
Apology letters
Sales letters
Order letters
Letters of thanks
Request letters
Inquiry Letters

Lesson 08 - Writing effective business letters
Sending a letter by post
The appropriate format: heading, main body, ending
The appropriate spacing and font
The appropriate style
Writing business letters

Lesson 09 - Useful vocabulary to write a business report
Writing business reports
Useful linking words
Useful vocabulary
- Beginning the report
- The structure of the report
- Methodology and findings
- Expressing opinions
- Reporting what was said
- Comparing elements
- Giving examples
- Drawing conclusions from the report
- Giving recommendations

Lesson 10 - Writing effective business reports
What is a business report?
Who and what are business reports for?
The different types of business reports
The structure of a report
Useful tips to write a business report
Writing effective business reports
Business writing - Conclusion